



STATE OF IDAHO
invites applications for the position of:

IOEM Public Affairs Officer

SALARY: \$30.40 - \$39.52 Hourly
DEPARTMENT: Division of Military
OPENING DATE: 03/23/21
CLOSING DATE: 04/05/21 04:30 PM
DESCRIPTION:

STATE OF IDAHO

MILITARY DIVISION

Human Resource Office (HRO)
State Personnel Branch
4794 General Manning Avenue, Building 442
Boise, ID 83705-8112
Telephone: (208) 801-4273/4272

STATE VACANCY ANNOUNCEMENT

Registers established from this announcement may remain valid up to one year to fill vacancies.

ANNOUNCEMENT NUMBER:	21-24-N
AREA OF CONSIDERATION:	Open to all applicants
POSITION TITLE:	IOEM Public Affairs Officer
PAY GRADE:	NGA-11
POSITION CONTROL NUMBER:	6037
CLASS CODE:	22716
SALARY:	\$30.40 to \$39.52 hourly (\$63,232 to \$82,207 annually)
FLSA CODE:	Administrative Exempt
DUTY LOCATION:	Military Division, Idaho Office of Emergency Management (IOEM), Gowen Field, Boise, ID
TYPE OF POSITION:	Civilian Nonclassified; Limited Service Appointment (<i>This position is under a cooperative agreement or grant funded.</i>)
COMPATIBLE MILITARY FIELD:	Not Applicable

JOB TITLE: IOEM PUBLIC AFFAIRS OFFICER
POSITION CONTROL NUMBER: 6037
CLASS CODE NUMBER: 22716
SALARY GRADE: NGA-11

INTRODUCTION: This position is assigned to the Idaho Office of Emergency Management (IOEM), functioning within the State of Idaho – Military Division. The primary purpose of this position is to collect, assemble, prepare and disseminate information concerning the various activities of the state's emergency management agency.

EXAMPLE OF DUTIES:

DUTIES AND RESPONSIBILITIES:

1. Develops IOEM news releases and feature articles describing its activities or events. Distributes these to local, state and national print and broadcast media representatives.
2. Serves as editor for the IOEM newsletter and Year In Review publications. Responsible for compiling and editing stories and graphics for the newsletter, which will be distributed to internal IOEM and external first responder communities.
3. Responds orally and in writing to requests for information from IOEM staff members, member associations, external audiences or special interest groups. Determines the sensitivity of data requested and if data is determined to be sensitive or controversial, coordinates data release with the IOEM Executive Administrative Officer. In cooperation with the IOEM Executive Officer, responds to public requests for information.
4. Evaluates media coverage of IOEM events, activities or communication campaigns to identify potential public relations issues with message content or format. Once identified, advises management on potential causes of the problem and forwards suggestions for resolving them.
5. In accordance with Idaho Military Division Public Affairs Policy and Guidance (IDNG-5), coordinates with the Idaho Military Division State Public Affairs Officer (PAO) on responses to media outlets, either before or after reporters' inquiries are satisfied. Reports all engagements with media to the State PAO by providing a brief summary, including the reporter's name and agency, reason for the contact and when and where the engagement occurred.
6. Gathers data on public reaction to communication campaigns for analyses and evaluation. When the evaluation is completed, draws the appropriate conclusions and from these develops and submits recommendations to the IOEM Executive Administrative Officer for improving the campaign's appeal to the general public or target audience.
7. Prepares and, with the IOEM Executive Administrative Officers approval, disseminates news releases and feature articles to the media for print. Selects and incorporates photographs, film footage, etc., into the release or article to visually enhance the message with viewers. May work with a videographer to draft, shoot, edit, and finalize community preparedness videos to include the initial creation of the video, editing of the video, and promotion of the final product through a myriad of methods. Promotes previously made Public Service Announcements and maintains a video library for IOEM.
8. Consults with the pertinent program specialist to obtain the latest information for use in news releases, radio spots, print articles, special publications, meetings and electronic broadcasts.
9. Develops special publications to educate a specific audience on the nature and purpose of IOEM programs, policies and practices.
10. Develops social media campaign for IOEM and related programs. Responsible for the social media content and operations of IOEM social media platforms, such as Facebook, Twitter, NextDoor, Instagram, YouTube and other related accounts. Utilizes fluency experience and skill to adapt to multiple social media platforms. Manages, posts and engages the community through IOEM social media pages.
11. Develops positive working relationships with state and local government personnel, community and special interest groups, and individuals desiring input on IOEM policy, practices or programs. Participates and may lead PIER Team activities as outlined in Executive Order 2019-15.
12. Incumbent may be required to support other Idaho Military Division (IMD) organizations, to include the Idaho National Guard.
13. Attends training and participates in exercises as identified in federal grant guidance and/or by the IOEM Training and Exercise Program and IOEM Senior Management.
14. On a voluntary basis, attends training and performs duties as the on-call IOEM HAZMAT Duty Officer several times per year, on a 24/7 weekly basis, in accordance with established rotation schedule. Facilitates emergency conference calls with Local Incident Commanders, and other supporting agencies. Upon request, coordinates federal resources, and coordinates and approves state resources available to assist in the

response. Ensures the Idaho Hazardous Materials/Weapons of Mass Destruction (WMD) Incident Command and Response Support Plan is properly executed.

15. Performs other related duties or projects as necessary or assigned. Deploys as directed to a designated Emergency Operations Center at a local, state, or federal level during federally declared disasters. Upon activation of the Idaho State Emergency Operations Center (IDEOC), performs duties as directed by the IOEM Deputy Chief. During activation of the IOEM's Continuity of Operations (COOP) Plan, may perform as member of Advance Echelon party (ADVON) and/or other supporting COOP role as required.

SUPERVISORY CONTROLS: Work is performed under the general supervision of the IOEM Executive Administrative Officer who defines objectives, priorities and deadlines and assists the incumbent with unusual situations that do not have clear precedents. Recurring assignments are carried out independently in accordance with established procedures, policies and previous experience. New or special projects are discussed with the supervisor in terms of objectives to be reached, resources available and potential problems. The incumbent plans and carries out assignments or projects and resolves problems or deviations in the work according to instructions, policies, or accepted communication practices. The supervisor evaluates completed work primarily for technical soundness, responsiveness, methods or techniques used and conformance to policy and program requirements.

PERSONAL WORK CONTACTS: Personal contacts include IOEM management and staff, IMD/State Public Affairs Officer, community groups, individual members of the general public, volunteers, and program managers and individuals within other government agencies. The purpose of contacts is to coordinate activities with program managers, other public affairs specialists, community and volunteer groups, etc. Coordination activities can include advising program managers on a variety of communication campaign development techniques, including the analysis of factual data and methods by which a message can be released to the public or IOEM members.

WORKING CONDITIONS / PHYSICAL EFFORT: Approximately 75% of duties are performed in an office setting, in news conferences, briefings, meetings, etc. The position's operating environment involves everyday risks or discomforts associated with a climate-controlled office or equivalent setting. Approximately 25% of duties are performed outside of the office. While outside, the incumbent may be required to work in adverse and hazardous conditions in inclement weather and may be required to deal with citizens who are under extreme emotional distress. Incumbent may be on call after normal work hours to respond to emergencies and may be required to deploy to the field. Physical demands include walking, standing, bending, and lifting or carrying equipment up to 30 lbs. Incumbent may be required to operate a 4-wheel drive vehicle up to 1-ton capacity while towing a 20-foot cargo trailer in all weather conditions. Some travel, via all modes of transportation, is required for work and training. Travel may require overnight stays for short durations.

FLSA Overtime Code: A (Administrative Exempt; straight time)
EEOC: E07
WCC: 9410
MARCH 2021

MINIMUM QUALIFICATIONS:

QUALIFICATION REQUIREMENTS

Mandatory Requirements (conditions of employment)

Must have and maintain a valid and unrestricted state issued driver's license (from any state).

Must agree to submit to and successfully pass a state background check, and must be eligible to obtain and maintain a "SECRET" security clearance through the U.S. Department of Homeland Security. *(At a minimum, a favorable suitability determination by the State Security Manager is required prior to appointment into this position.)*

Travel is required for training and job performance. Must agree to travel by all modes of transportation and stay at destinations for moderate to extended periods of time.

Must agree to attend/accomplish required training and participate in training exercises as identified in federal grant guidance, by the IOEM Training and Exercise Program, and by IOEM Senior Management; must agree to successfully complete online courses as determined by the same. Must successfully complete FEMA training courses G290 – Basic Public Information Officer Course and E388 – Advanced Public Information Officer Course within 2-years of accepting this position.

Must have, or be eligible and willing to obtain, a U.S. Passport for international travel to foreign destinations (i.e. Canada).

Must have professional work experience and/or education with strong writing, grammar and editing skills.

Knowledge, Skills and Abilities (KSAs)

Applicants must have 36-months of specialized experience performing related duties as specified below.

Knowledge and skill sufficient to assist in the planning, writing and editing of feature news and technical articles for release to interested internal or external audiences.

Knowledge of target audience lifestyles, interests and activities sufficient to identify the most effective methods by which data on informational campaign effectiveness can be obtained for evaluation.

Knowledge of and skill in applying communication campaign development methods and practices to advise program managers on the most effective approaches to message formatting and delivery to a specific or general audience.

Knowledge and skill sufficient to establish and maintain effective working relationships with groups or individuals interested in having input on IOEM programs, policies or activities.

Knowledge of the principals and methods of mass communication and skill in applying or adapting these principals and methods to recurring assignments.

Knowledge of and skill in applying public speaking skills to engagements where IOEM programs, activities, objectives and policies are discussed and the audience's reaction gauged.

Knowledge and ability with social media platforms.

CONDITIONS OF EMPLOYMENT:

- a. Each person hired will be required to provide verification of eligibility to work in the United States and may be subject to a criminal background check.
- b. Refer to the attached position description for the Mandatory Requirements for this position.
- c. The State of Idaho, Military Division is an Equal Opportunity employer. Selection for this position will be made without regard to race, color, religion, national origin, sex (including gender identity, sexual orientation, and pregnancy), genetic information, political affiliation, marital status, and disability or age (which does not interfere with job accomplishment or job eligibility based upon the position description Mandatory Requirements). Appropriate consideration shall be given to veterans in accordance with applicable state and federal laws and regulations.

PERSONNEL MANAGER CERTIFICATION: The title, series, grade, duties and responsibilities are complete and accurate as written and a current or projected vacancy exists as advertised.

SUPPLEMENTAL INFORMATION:

If you are unable to apply online, please contact the HRO office by phone 208-801-4273/4272 or email hrobypass@imd.idaho.gov.

Thank you for your interest in employment with the Idaho Military Division.

APPLICATIONS MAY BE FILED ONLINE AT:
<https://www.governmentjobs.com/careers/idaho>

Position #21-24-N
IOEM PUBLIC AFFAIRS OFFICER
GD

304 North 8th Street
Boise, ID 83720

idhr@dhr.idaho.gov

IOEM Public Affairs Officer Supplemental Questionnaire

- * 1. Mandatory Requirement: Must agree to submit to and successfully pass a state background check, and must be eligible to obtain and maintain a "SECRET" security clearance through the U.S. Department of Homeland Security. *(At a minimum, a favorable suitability determination by the State Security Manager is required prior to appointment into this position.)*

Provide written response regarding your eligibility, willingness and ability to meet this condition of employment.

- * 2. Mandatory Requirement: Travel is required for training and job performance. Must agree to travel by all modes of transportation and stay at destinations for moderate to extended periods of time.

Provide written response regarding your eligibility, willingness and ability to meet this condition of employment.

- * 3. Mandatory Requirement: Must agree to attend/accomplish required training and participate in training exercises as identified in federal grant guidance, by the IOEM Training and Exercise Program, and by IOEM Senior Management; must agree to successfully complete online courses as determined by the same. Must successfully complete FEMA training courses G290 – Basic Public Information Officer Course and E388 – Advanced Public Information Officer Course within 2-years of accepting this position.

Provide written response regarding your eligibility, willingness and ability to meet this condition of employment.

- * 4. Mandatory Requirement: Must have, or be eligible and willing to obtain, a U.S.

Passport for international travel to foreign destinations (i.e. Canada).

Provide written response regarding your eligibility, willingness and ability to meet this condition of employment.

- * 5. Mandatory Requirement: Must have professional work experience and/or education with strong writing, grammar and editing skills. *Described related experience if applicable. For any related courses, identify coursework and **attach transcripts** to your applicable; unofficial transcripts are accepted.*

- * 6. KSA: Knowledge and skill sufficient to assist in the planning, writing and editing of feature news and technical articles for release to interested internal or external audiences.

Provide detailed written response describing your specialized experience performing related duties to demonstrate that you meet the minimum **36-month** requirement. *Response should be detailed and include specific examples of job duties performed, roles/responsibilities, etc.*

- * 7. KSA: Knowledge of target audience lifestyles, interests and activities sufficient to identify the most effective methods by which data on informational campaign effectiveness can be obtained for evaluation.

Provide detailed written response describing your specialized experience performing related duties to demonstrate that you meet the minimum **36-month** requirement. *Response should be detailed and include specific examples of job duties performed, roles/responsibilities, etc.*

- * 8. KSA: Knowledge of and skill in applying communication campaign development methods and practices to advise program managers on the most effective approaches to message formatting and delivery to a specific or general audience.

Provide detailed written response describing your specialized experience performing related duties to demonstrate that you meet the minimum **36-month** requirement. *Response should be detailed and include specific examples of job duties performed, roles/responsibilities, etc.*

- * 9. KSA: Knowledge and skill sufficient to establish and maintain effective working relationships with groups or individuals interested in having input on IOEM programs, policies or activities.

Provide detailed written response describing your specialized experience performing related duties to demonstrate that you meet the minimum **36-month** requirement. *Response should be detailed and include specific examples of job duties performed, roles/responsibilities, etc.*

- * 10. KSA: Knowledge of the principals and methods of mass communication and skill in applying or adapting these principals and methods to recurring assignments.

Provide detailed written response describing your specialized experience performing

related duties to demonstrate that you meet the minimum **36-month** requirement. *Response should be detailed and include specific examples of job duties performed, roles/responsibilities, etc.*

- * 11. KSA: Knowledge of and skill in applying public speaking skills to engagements where IOEM programs, activities, objectives and policies are discussed and the audience's reaction gauged.

Provide detailed written response describing your specialized experience performing related duties to demonstrate that you meet the minimum **36-month** requirement. *Response should be detailed and include specific examples of job duties performed, roles/responsibilities, etc.*

- * 12. KSA: Knowledge and ability with social media platforms.

Provide detailed written response describing your specialized experience performing related duties to demonstrate that you meet the minimum **36-month** requirement. *Response should be detailed and include specific examples of job duties performed, roles/responsibilities, etc.*

- * 13. Unqualified or incomplete applicant packets will not be forwarded.
Do you certify you attached any supporting/required documentation and given detailed written responses with your application packet before submitting?

☐ Yes ☐ No

- * 14. Do you certify that all of the information and attached documents to this application are true, correct, complete and made in good faith? (This will constitute your official signature.)

☐ Yes ☐ No

- * Required Question